



Panel @ Level 1



Panel @ Level 2

**Advertising Rates**

Duration	Off Peak Season	Peak Season	Exposures/Day
8 Seconds	RM 2.20	RM 2.65	180
12 Seconds	RM 3.25	RM 4.00	180
30 Seconds	RM 8.10	RM 9.90	180

Rate Calculation: Duration price x 180 exposures per day x number of days

Cycle Period: 6 Minutes      Exposures per day: 180

An additional 50% loading fees for bookings less than 15 days or peak period only bookings.

**Production Requirements**

Video (PC Format) , Graphics (JPEG,GIF)

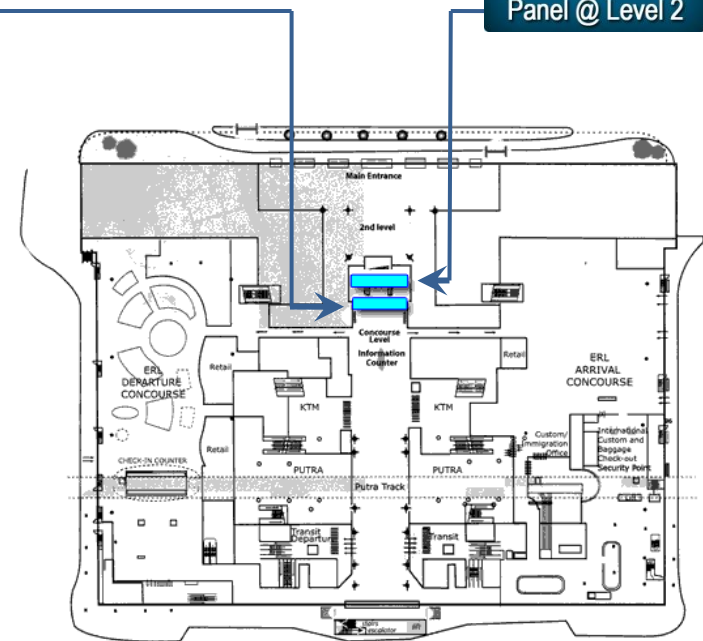
**Additional Notes**

- All clients are required to submit ready to broadcast materials within 5 days of proposed broadcast date.
- 3thirds Inc Sdn Bhd practices self regulation and reserves the right to approve content for broadcast.
- Rates are subjected to 5% GST

**Peak Season Cycle for Year 2010**

1. **1<sup>st</sup> January – 5<sup>th</sup> January:** New Year
2. **25<sup>th</sup> January – 28<sup>th</sup> February:** Chinese New Year
3. **8<sup>th</sup> March -23<sup>rd</sup> March:** School Holidays
4. **26<sup>th</sup> April – 4<sup>th</sup> May:** Labour Day Weekend
5. **31<sup>st</sup> May – 22<sup>nd</sup> June:** School Holidays
6. **16<sup>th</sup> August - 26<sup>th</sup> September:** Merdeka, School Holidays & Hari Raya
7. **1<sup>st</sup> November – 9<sup>th</sup> November:** Deepavali
8. **15<sup>th</sup> Nov – 31<sup>st</sup> December:** School Holidays & Festive Season

*During the above mentioned periods, traffic figures increase between 10% - 20%*



| 3THIRDS INC SDN BHD |

53-1, Jalan PJS 9/1A, Lagoon Business Centre, Bandar Sunway 46150 Selangor, Malaysia

| Tel: +60 3 5633 5393/95 | Fax: +60 3 5633 5399 | Website: <http://www.3thirds.net> |



**Location:** Inside the Stesen Sentral KL

**Product:** Full Colour Giant LED Advertising Panels with Audio

**No. of Panels:** 2 Panels

**Location:** 1 at Level 2 Entrance and 1 at Main Concourse

**Screen Size:** Level 1: 13ft Width x 10ft Height

Level 2: 8ft Width x 6ft Height

**Screening Hours:** 18 hours daily (6am – 12 midnight)

**Broadcast Cycle:** 6 mins per cycle = 180 cycles per day

**Total Advertising Airtime:** 1,080 mins/day = 32,400 mins/month = 394,200 mins/year

#### Why KL Sentral AdPanels

The recommendation for the KL Sentral Advertising Panels is based on:

- ❖ **Reach Your Target**  
To reach the now >>100,000 plus daily people traffic.  
To convert the mass market from competitor brands.
- ❖ **Influence the Affluent** – 2 million International travelers
- ❖ **High Opportunity to See**  
Average wait time on concourse area is 20 minutes while commuters switch between line, linger to shop and dine at the

#### KL Sentral Traffic Flow

- The estimated average passengers flow per month is 2,322,000, per week is 580,500
- Thus, the annual passengers flow is 27,864,000.
- Latest figures quoted from The Star Online on June 28<sup>th</sup>, 2008 state that daily traffic is in excess of 100,000.  
<http://thestar.com.my/news/story.asp?file=/2008/6/28/central/21671258&sec=>
- **Thus, the annual passengers flow is exceeding 36,500,000. This is a 50% increase from the previous year.**
- Passenger peak hours are between 3pm – 7pm (40%) & 11am – 3pm (30%)
- 2 million international audience yearly (influence the affluent) (Source: The EdgeDaily.com)
- Estimated at 65% Malays, 10% Chinese, 10% Indian, 15% Foreigners
- Large percentage are young adults – students, young executives.

#### The KL Sentral Station

- KL Sentral serves as a
  - ❖ **Rail Hub**
  - ❖ **Bus Hub**
  - ❖ **KL City Air Terminal (KL CAT)**
- It also has Eateries, Apparels Shops, Hand-phone shops, ATM machines, Stalls (sell clothing, tit-bits, ladies' accessories, souvenirs, take-away F&B).
- The Concourse has 2 Sections. The main section is where the majority of the passengers and the hype of the activities are. Whilst, the other section (smaller) caters to the KLIA passengers. Easy for passengers to access either section.
- Most passengers use the main section to access to Level 2 (vice versa), where it leads to Le Meridien and KL Hilton hotels.
- There is also a college within the building – College PTPL
- The new Sooka Sentral has increased the people traffic within KL Sentral as it is a complex targeted to serve F&B and Health & Wellness.